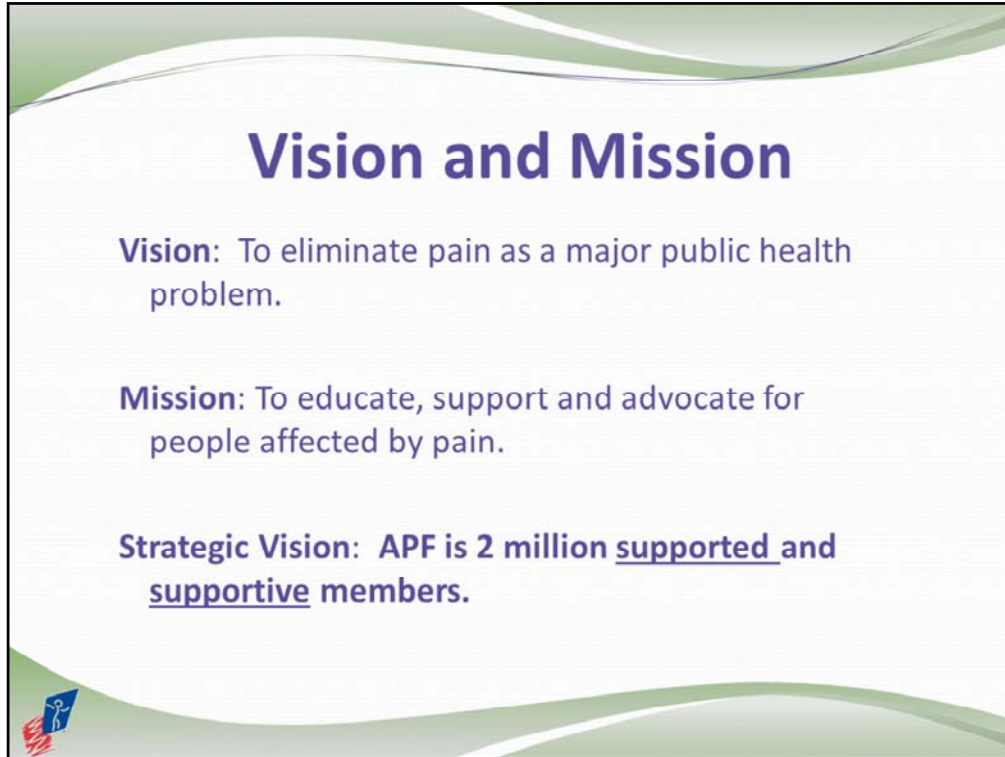


PSJ3

Exhibit 689







Vision and Mission

Vision: To eliminate pain as a major public health problem.

Mission: To educate, support and advocate for people affected by pain.

Strategic Vision: APF is 2 million supported and supportive members.





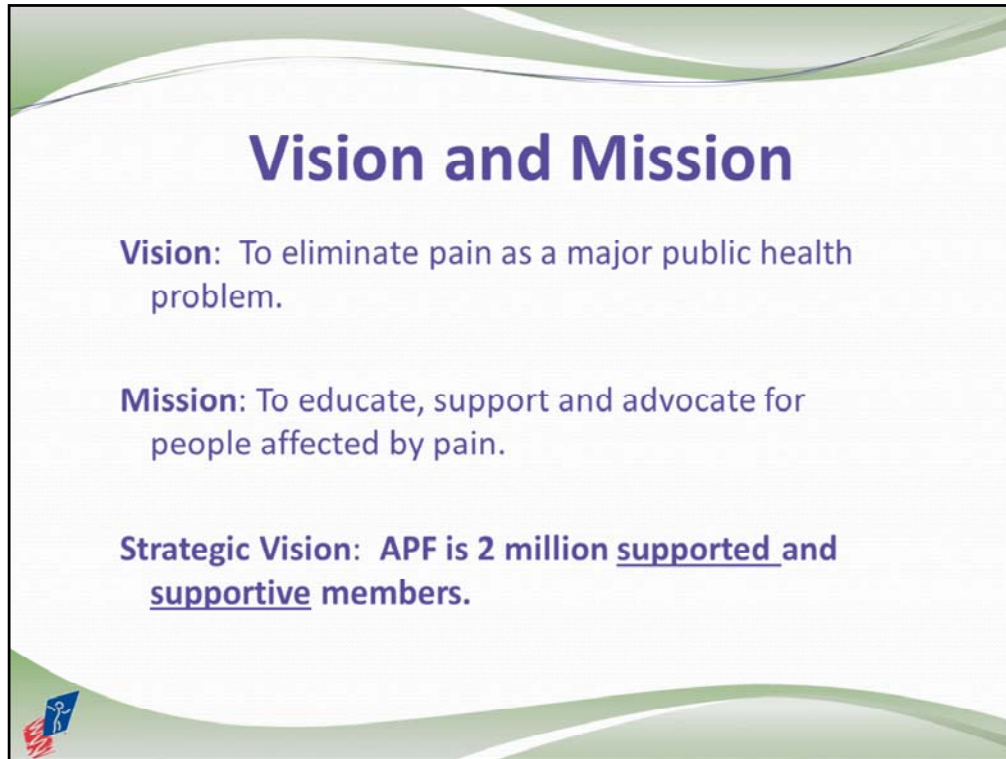
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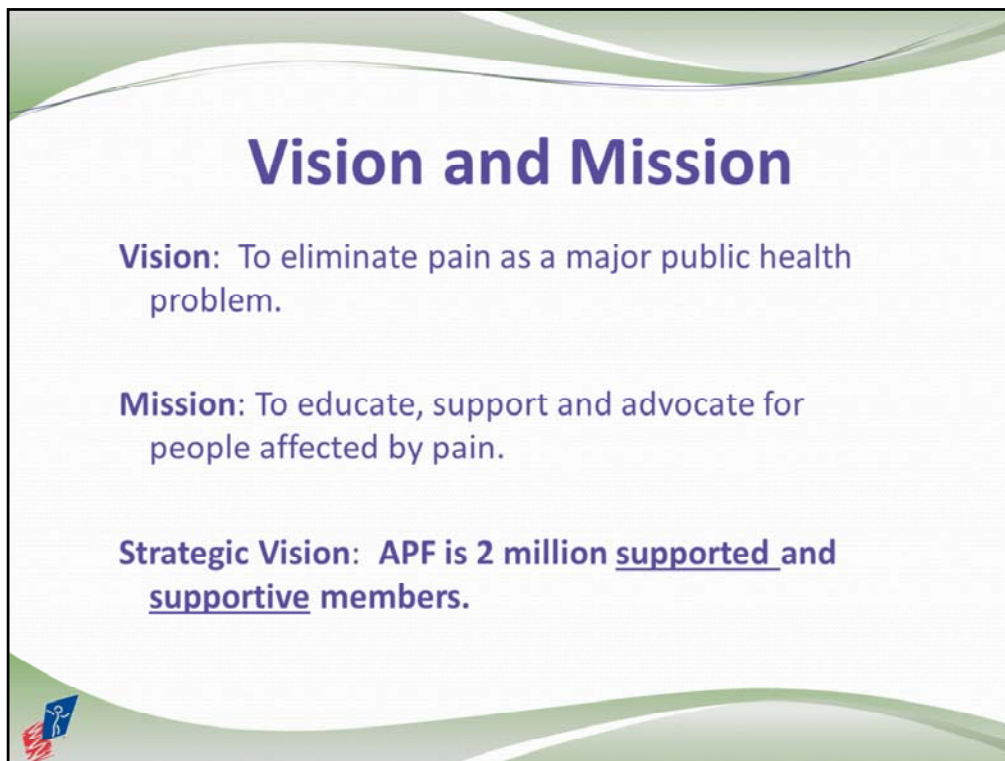


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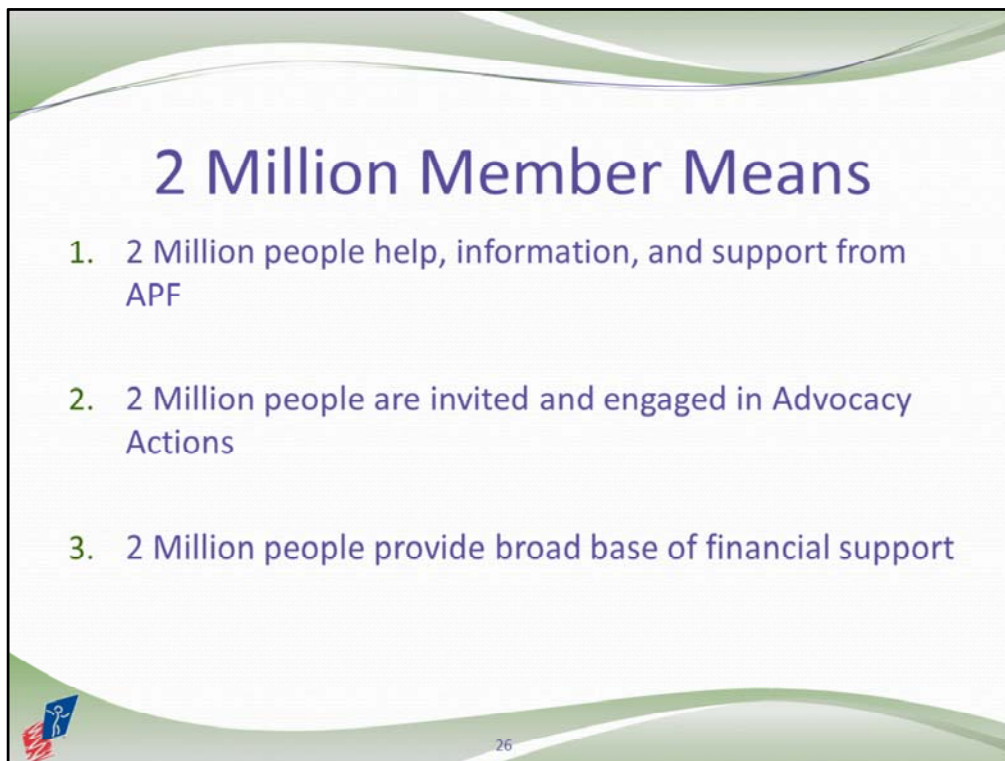
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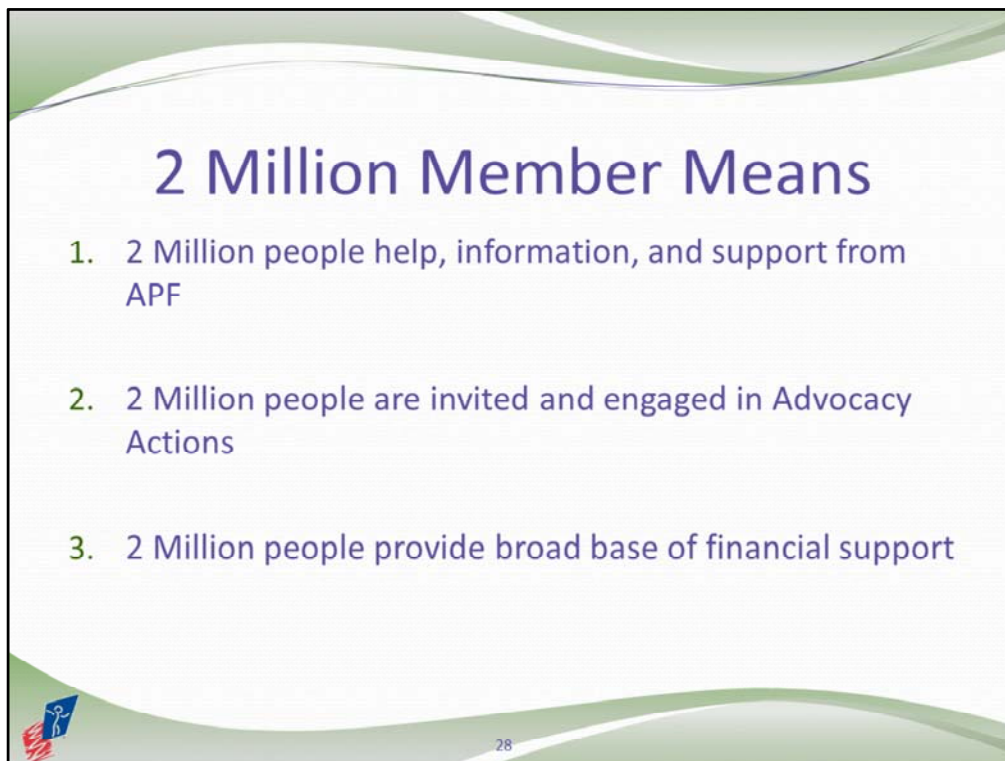
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26

The slide features a light green background with white wavy lines at the top and bottom. The title "Pain Care Forum" is centered in a large, bold, dark blue font. Below the title, there are three main bullet points in dark blue. The first bullet point describes the membership of 62 organizations. The second bullet point lists four task forces: REMS, Acetaminophen, Legislative, and IOM. The third bullet point details the REMS Task Force, which consists of 35 organizations and lists several achievements and sub-committees. In the bottom left corner, there is a small logo featuring a stylized figure holding a torch, with the letters "APF" and "PAIN" visible.


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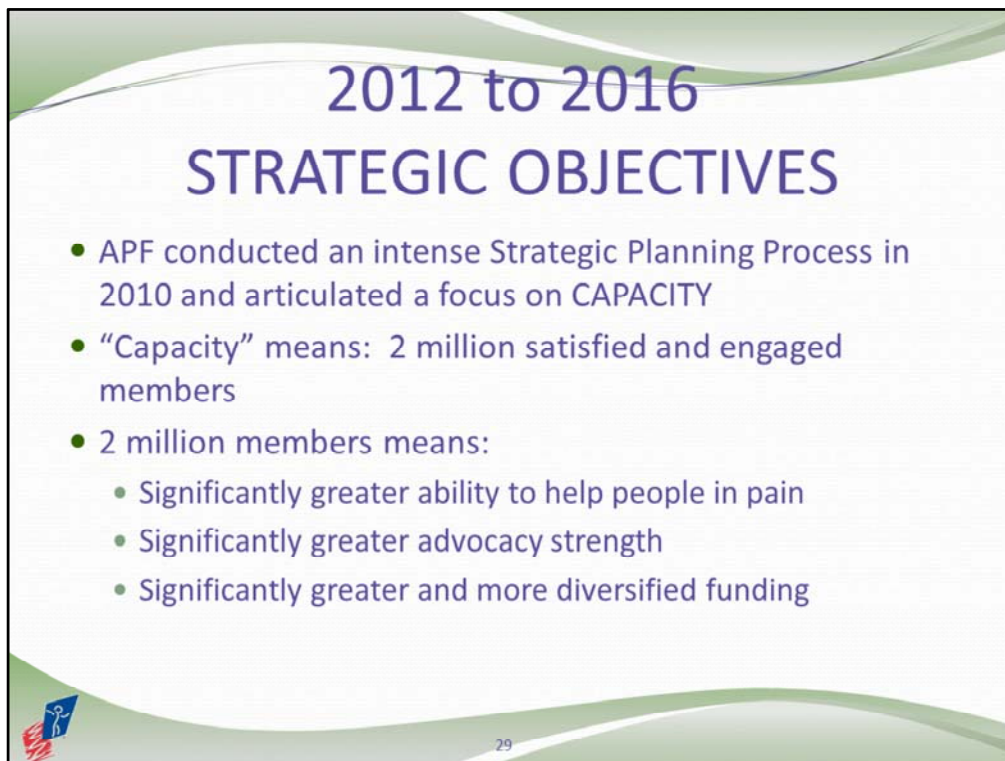


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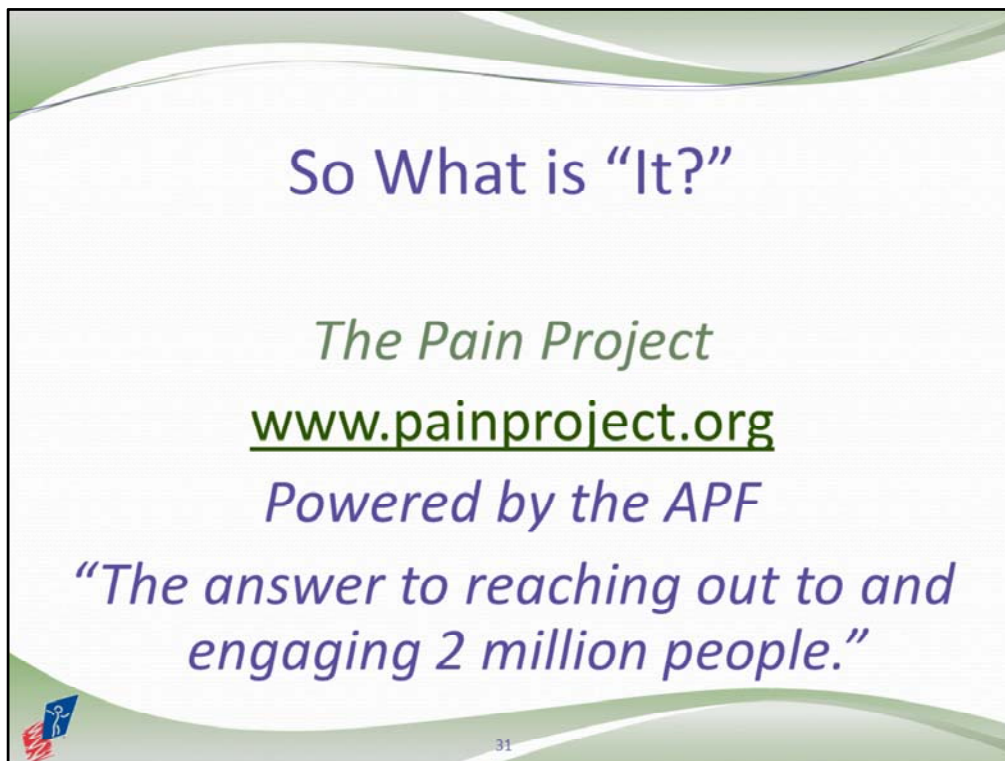


29

What Will It Take?

- A smart, scalable and cutting-edge campaign that engages large numbers and speaks directly to the population of people with pain and the public that....
 - Goes OUTSIDE THE BOX
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www.painproject.org

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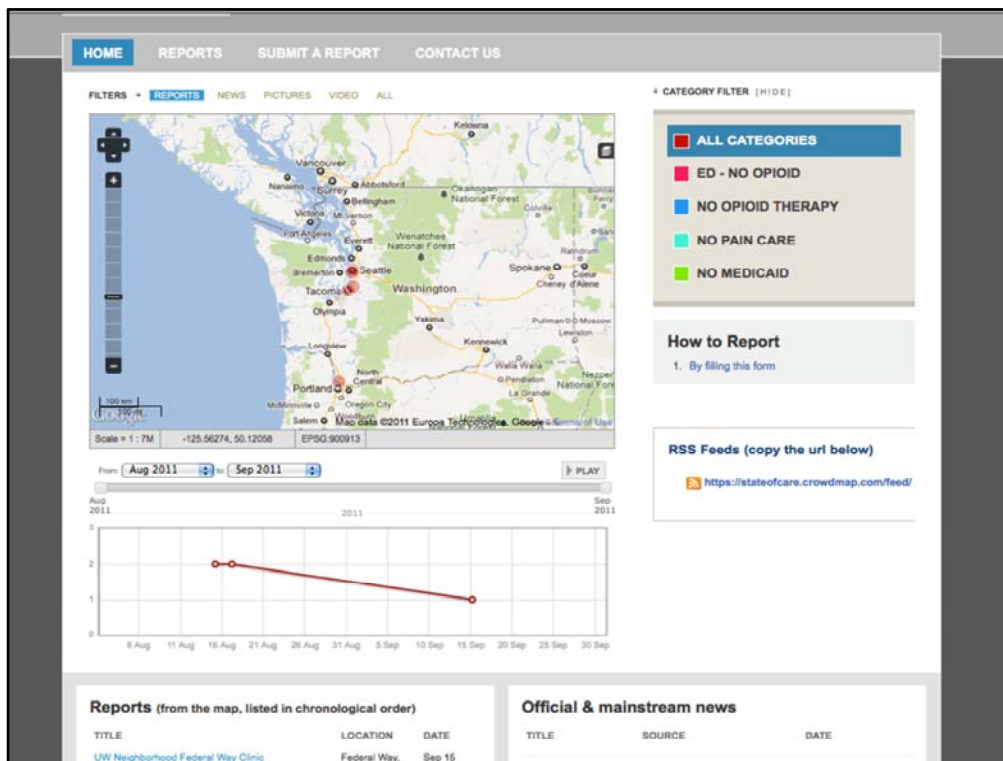



31

Core Elements

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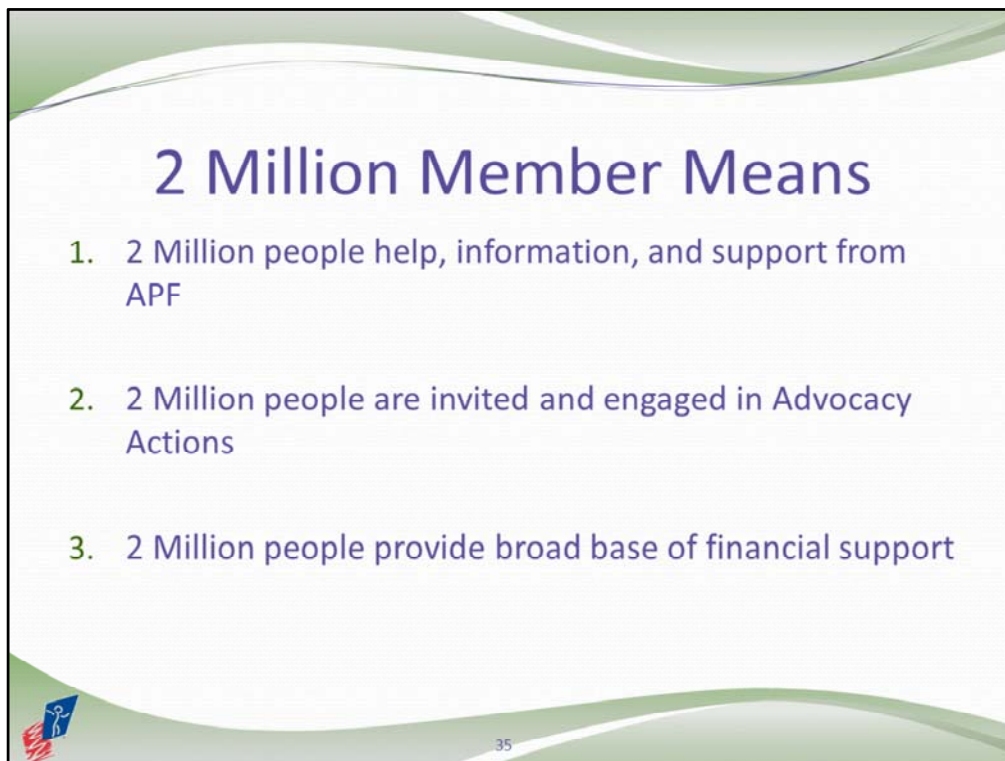




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Grassroots In Action

- **APF Action Network:** <http://www.painfoundation.org/take-action/action-network/>
 - Combined force of trained persons living with pain and healthcare professionals
 - Database of over 40,000 available to take action
- **Activities:**
 - Advocacy actions at state and national levels
 - Public awareness activities
 - Focus on activities during Pain Awareness Month (PAM)
- **Action Network Summit**
 - Training and Alliance Building of action leaders **AND** advocates from over 17 national organizations



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Principal Educational Efforts

- **Website:** Thousands of pages of educational and support information
- **Publications:** *Treatment Options, Exit Wounds, Is Fibro the Cause, Pain Resource Guide, Bill of Rights, Describa Su Dolor, Pain and Travel Guide, Pain Policy Guide, a dozen other*
- *Pain Community News and Pain Monitor*
- *PainSAFE*
- *NIPC*
- *Med Ed*
- *Community Events*
- *Pain Awareness Month Activities*



Educational Initiatives (cont)

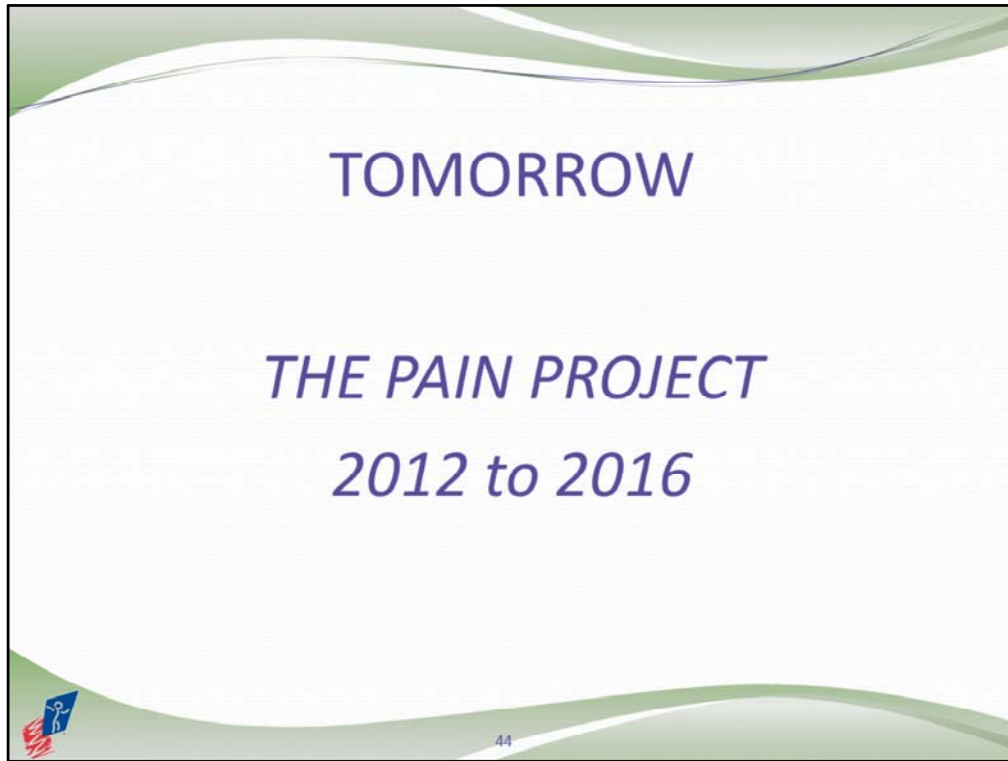
- “Spotlights On...” Breakthrough Cancer Pain, on Shingles, Military and Veterans Pain, Back Pain, Pain In Older Adults (2012), Migraine Pain (2012)

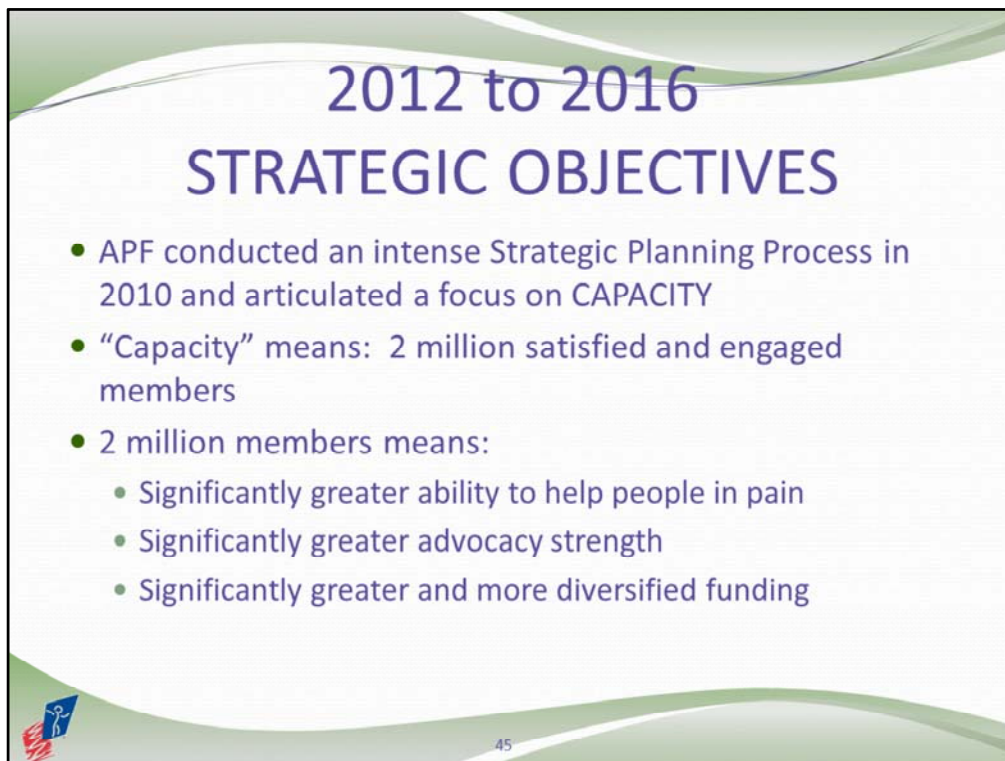


TODAY

- For its dimension, our educational, support and advocacy work is positive, helpful and effective
- BUT.....the dimensions of the problems to be solved and the numbers of people who need our help far exceed the methods we are employing to achieve success
- Doing business as usual will not produce the results needed to fulfill our vision
- There are at least 2 million potential members out there: How do we reach them and engage them in our mission?








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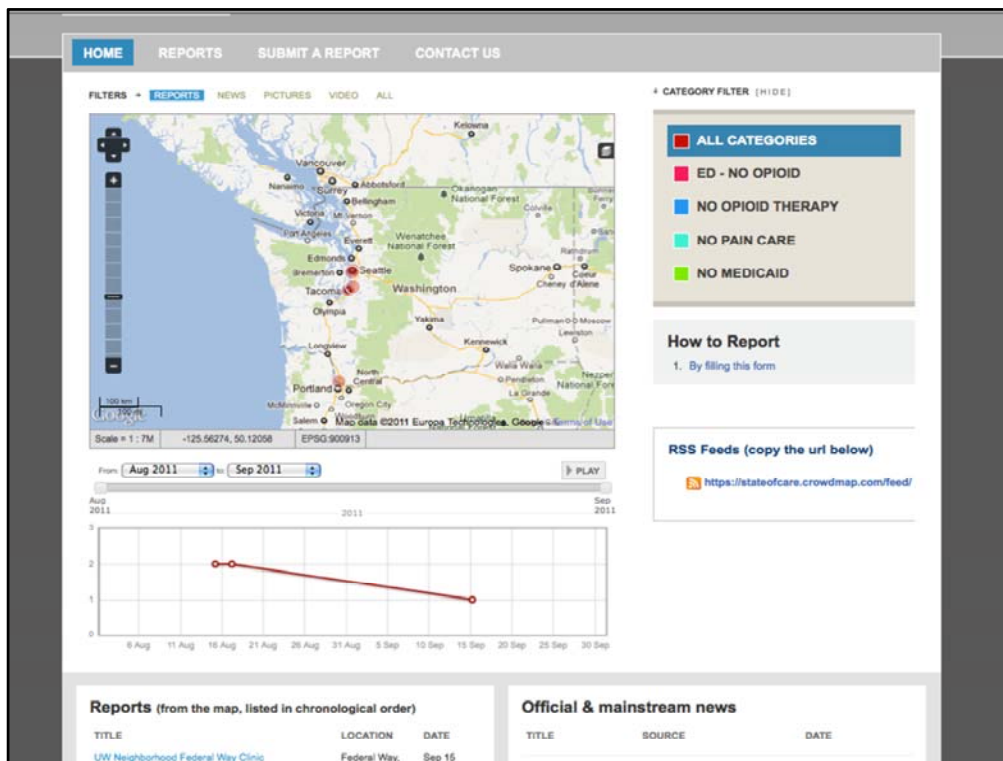


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Benefits

- A major engagement mechanism to attract and retain members
- A major resource for issue data including numbers, types of issues, potential advocates and spokespersons
- A major capacity to “get personal and local”
- A major resource for advocacy planning and actions
- Visible place to show the specific policy initiatives of the SPPAC
- Portal to connect each Action Network leader to potential “troops” in their states



Cutting Through the “Noise”



Outcomes

- A large-scale MOVEMENT to change pain care and policy
- Stakeholder engagement in a way we never have before
= an engine for rapid and sustained membership growth
- Leveraging of grassroots, bottom up energy to build the movement, through FB, Twitter, Meetups, etc.
- Integration of core capacities of the APF (e.g., Action Network, CMS, Education and Support Services)
- A public “Storefront” for PWPs to be heard and find support





